

**MODEL PENINGKATAN DAYA SAING DAN
KEBERHASILAN PERGURUAN TINGGI MELALUI
ORIENTASI DAN MANAJEMEN KEWIRAUSAHAAN
(Studi pada Perguruan Tinggi Swasta di Lingkungan
LLDIKTI Wilayah IV Jawa Barat dan Banten)**

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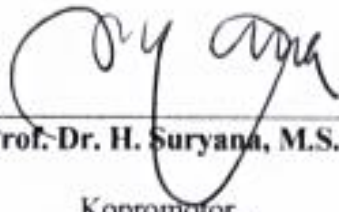
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SEKOLAH PASCASARJANA
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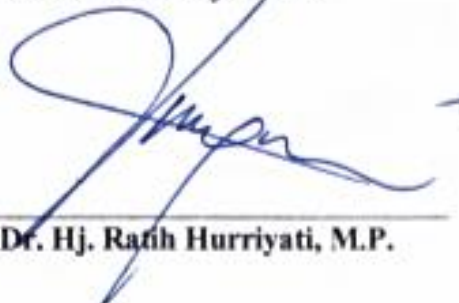


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ABSTRAK

MODEL PENINGKATAN DAYA SAING DAN KEBERHASILAN PERGURUAN TINGGI MELALUI ORIENTASI DAN MANAJEMEN KEWIRAUSAHAAN (Studi pada Perguruan Tinggi Swasta di Lingkungan LLDIKTI Wilayah IV Jawa Barat dan Banten)

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Penelitian ini menganalisis model kewirausahaan dalam meningkatkan daya saing dan keberhasilan pada Perguruan Tinggi Swasta (PTS) di Lingkungan Lembaga Layanan Pendidikan Tinggi (LLDIKTI) Wilayah IV Jawa Barat dan Banten. Tujuan penelitian ini adalah mendeskripsikan orientasi kewirausahaan, manajemen kewirausahaan, transfer teknologi, daya saing, dan keberhasilan perguruan tinggi, serta mengukur pengaruh orientasi kewirausahaan, manajemen kewirausahaan, dan transfer teknologi terhadap daya saing serta implikasinya pada keberhasilan perguruan tinggi. Penelitian ini dilakukan dengan menggunakan metode survey dengan pendekatan kuantitatif. Unit analisis penelitian ini PTS di Lingkungan LLDIKTI Wilayah IV Jawa Barat dan Banten, dengan unsur pimpinan sebagai unit observasi, yaitu dengan populasi 447 PTS dan sampel sebanyak 168 PTS. Data diperoleh dari hasil survey melalui kuesioner yang disebar kepada unsur pimpinan PTS. Data diolah menggunakan analisis statistika deskriptif dan analisis PLS. Hasil penelitian menunjukkan bahwa orientasi kewirausahaan, manajemen kewirausahaan, transfer teknologi, daya saing, dan keberhasilan PTS di lingkungan LLDIKTI wilayah IV Jawa Barat dan Banten rendah. Pengujian hipotesis membuktikan bahwa orientasi kewirausahaan, manajemen kewirausahaan, dan transfer teknologi berpengaruh positif terhadap daya saing. Orientasi kewirausahaan, manajemen kewirausahaan, dan transfer teknologi berpengaruh positif terhadap keberhasilan perguruan tinggi, secara langsung maupun melalui daya saing. Novelty penelitian ini adalah keberhasilan perguruan tinggi mendapat pengaruh langsung paling besar dari daya saing sebesar 0,375 sedangkan daya saing mendapat pengaruh langsung paling besar dari transfer teknologi sebesar 0,451.

Kata kunci: Orientasi Kewirausahaan, Manajemen Kewirausahaan, Transfer Teknologi, Daya Saing, Keberhasilan Perguruan Tinggi Swasta

ABSTRACT

MODEL OF IMPROVING COMPETITIVENESS AND SUCCESSFULNESS OF PRIVATE HIGHER EDUCATION THROUGH ENTREPRENEURSHIP ORIENTATION AND MANAGEMENT

**(Study at Private Higher Education in the LLDIKTI Region IV
West Java and Banten)**

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Prof. Dr. H. Suryana, M.S., Prof. Dr. H. Eeng Ahman, M.S.; Dr. H. Hari Mulyadi, M.Si.

This study analyzes the entrepreneurship model of higher education in improving competitiveness and university successfulness in private universities in the LLDIKTI Region IV West Java and Banten. The purpose of this study is to describe the entrepreneurial orientation, entrepreneurial management, technology transfer, competitiveness and university successfulness, and to measure the effect of entrepreneurial orientation, entrepreneurial management, and technology transfer on competitiveness and its implications for university successfulness. This study was conducted using a survey method with a quantitative approach. The unit of analysis is private universities in the LLDIKTI Region IV West Java and Banten, with the leadership element as the observation unit, with a population of 447 private universities and a sample of 168. Data obtained from the survey results through a questionnaire distributed to elements of private universities leaders. Data were processed using descriptive statistical analysis and PLS analysis. The results showed that, entrepreneurial orientation, entrepreneurial management, technology transfer, competitiveness, and university successfulness were in the low category. Hypothesis testing proves that entrepreneurial orientation, entrepreneurial management, and technology transfer have a positive effect on competitiveness. Hypothesis testing also proves that entrepreneurial orientation, entrepreneurial management, and technology transfer have a positive effect on university successfulness, both directly and through competitiveness. The novelty of this research is the successfulness of higher education result which gets the most direct influence value from competitiveness of 0.375 while the competitiveness gets the most direct influence value from technology transfer of 0.451..

Keywords: Entrepreneurship Orientation, Entrepreneurship Management, Technology Transfer, University Competitiveness, University Successfulness, Private Universities.

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Dalam penulisan disertasi ini, penulis menyadari, bahwa masih banyak kekurangan dan kelemahan yang memerlukan waktu dan proses sehingga menjadi sempurna. Untuk kesempurnaan disertasi ini segala saran dan kritik yang membangun tetap penulis harapkan. Akhir kata, semoga disertasi ini bermanfaat dapat dijadikan masukan dalam bidang kewirausahaan dan menambah pengetahuan dalam daya saing dan keberhasilan perguruan tinggi. Aamiin.

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UCAPAN TERIMA KASIH

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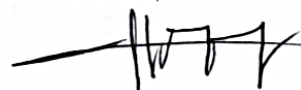
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